

Examiner's Amendment

USPTO Appl. 09/839451 – Atty. Docket 1003-001

229. (Currently Amended) A method comprising:

sending₁ from ~~a first broadcaster party~~ two or more broadcasters to a ~~second an~~ information provider₁ [a] broadcast schedule information comprising data relating to [a] at least one future broadcast by ~~the first broadcaster party~~ each broadcaster;

receiving₁ at each broadcaster from the ~~second~~ information provider₁ supplemental information associated with the data relating to the at least one future broadcast; and

~~the first broadcaster party concurrently~~ sending₁ through an electromagnetic medium from each broadcaster to one or more end user devices, broadcast content according to the broadcast schedule information and the supplemental information ~~to an end-user device~~ for playback of the broadcast content to the end user in conjunction with access to the supplemental information by the end user.

230. (Previously Presented) The method of claim 229 wherein sending through the electromagnetic medium comprises sending through radio frequency electromagnetic waves.

231. (Currently Amended) The method of claim 230 wherein ~~concurrently~~ sending comprises sending the broadcast content on a primary channel and sending the supplemental information in a sideband.

232. (Currently Amended) The method of claim 229 wherein receiving comprises receiving prior to ~~concurrently~~ sending through the electromagnetic medium.

233. (Currently Amended) The method of claim 229 wherein ~~concurrently~~ sending comprises sending the broadcast content in an analog format and sending the supplemental information in a digital format.

234. (Previously Presented) The method of claim 229 wherein the supplemental information comprises advertising data.

235. (Previously Presented) The method of claim 229 wherein the supplemental information comprises multimedia data.

236. (Currently Amended) The method of claim ~~236~~ 235 wherein the multimedia data comprises interactive data.

237. (Currently Amended) The method of claim 229 wherein ~~concurrently~~ sending comprises ~~concurrently~~ sending according to an in-band on-channel format.

238. (Currently Amended) A system comprising:

a transmitter at each of two or more broadcasters;

a receiver at each broadcaster; and

a control system operatively coupled to the transmitter and receiver and adapted to

send to an information provider from each broadcaster, [a] broadcast schedule information comprising data relating to [a] the at least one future broadcast by ~~the first broadcaster party~~ each broadcaster;

receive, through the receiver at each broadcaster from the information provider, supplemental information associated with the data relating to the at least one future broadcast; and

send through the transmitter at each broadcaster via an electromagnetic medium broadcast content according to the broadcast schedule information and the supplemental information to an end user device for playback of the broadcast content to the end user in conjunction with access to the supplemental information by the end user.

239. (Previously Presented) The system of claim ~~239~~ 238 further comprising an antenna-
operatively coupled to the transmitter adapted to operate in a radio frequency.

240. (Currently Amended) A method comprising:

sending, from [a] two or more broadcasters, to an information provider, broadcast schedule information identifying when broadcast data is to be transmitted from each broadcaster over specific broadcast channels at predetermined times to an end user;

receiving, at each broadcaster from the information provider, supplemental digital data correlated to the broadcast data such that both can concurrently be provided by each ~~the~~ broadcaster; and

broadcasting from each broadcaster, to one or more ~~an~~ end users, the broadcast data and the correlated supplemental digital data at a corresponding one of the predetermined times on a corresponding one of the specific broadcast channels as part of an in-band, on-channel transmission.

241. (Previously Presented) The method of claim ~~241~~ 240 wherein the broadcaster comprises a radio station.

242. (Previously Presented) The method of claim 241 wherein receiving comprises receiving via an internet gateway.

243. (Previously Presented) The method of claim 241 wherein the broadcast data comprises an audio track.

244. (Previously Presented) The method of claim 241 wherein the supplemental digital data comprises content that is unrelated to the broadcast data.

245. (Previously Presented) The method of claim 241 wherein the supplemental digital data comprises a multimedia presentation that can be simultaneously broadcast by a broadcaster.

246. (Currently Amended) A system comprising:

a transmitter at each of two or more broadcasters;

a receiver at each broadcaster;

an internet gateway; and

a control system adapted to

send via the internet gateway₂ from [a] each broadcaster to an information provider₂ broadcast schedule information identifying when broadcast data is to be transmitted from each broadcaster over specific broadcast channels at predetermined times to an end user;

receiving₂ through the receiver at each broadcaster from the information provider₂ supplemental digital data correlated to the broadcast data such that both can concurrently be provided by each ~~the~~ broadcaster; and

broadcasting via the transmitter from each ~~the~~ broadcaster, to one or more ~~an~~ end users₂, the broadcast data and the correlated supplemental digital data at a corresponding one of the predetermined times on a corresponding one of the specific broadcast channels as part of an in-band, on-channel transmission.

Cancel claims 247-249.